June - 1955

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Official Journal

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Florida Architect

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Is A Good Party Always A Good Policy?

Could it be that architects are becoming convention-happy? Is it possible that the convention itself is becoming more important to some groups than the solid professional business that is the chief and basic reason for having one?

We don't know for sure. But we have been disturbed recently by what seems to be straws that show which way the wind is blowing. Here are some.

Sloppy Planning . . . You can get plenty of information relative to fun sessions, sightseeing trips, cocktail parties. But the speakers, their subjects and the significance of each to the betterment of the architectural profession or its public are secrets up to the last minute.

Organized Confusion . . . Luncheons are well-scheduled, dinners served on time, parties are ticketed, docketed, well publicized. But try and find out where committees are to meet, who is in charge of what, what matters are up for consideration, what issues must be met, who is coordinating actions. At a recent gathering one "seminar" was listed twice, another not at all. Committee meetings, scheduled for two periods, were finally cut to an informal, half-hour huddle.

More "fun" less "business" . . . Analysis of one two-day convention showed four hours allotted for group business — including a general business session and committee meetings — an hour and one-half for one seminar, none at all for another one. But there were three cocktail parties, two afternoon tours, two "speaking" luncheons, an evening party and a banquet!

Inadequate accommodations . . . At that same convention, VIP's were refused space at Convention headquarters, were finally quartered at a hotel about 15 blocks away, or weren't quartered at all, finally finding minimum accommodations at third rate hotels. No rooms were available for committee meetings (as indicated on the convention program) and the shabby space assigned for general meetings was sandwiched between two special purpose rooms that were constantly used and was separated from a hallway only by curtains. Convention business — including committee meetings in the same area — was conducted in competition with orchestras, speeches, enthusiastic applause including whistles, the piercing conversation of excited clubwomen, the merrymaking of a noon wedding, the bustle of two dinner gatherings and the almost constant rattle of dishes.

All this is to say nothing of the manner in which guest and public relations contacts were handled. But busy professional people had been urged to spend their money and three days of time to travel many miles to attend.

Maybe all this is picayune. Perhaps architects have no need for periodic exchange of professional ideas — like the doctors, for example. Maybe the advancement of their profession, through solid, cooperative efforts on a serious plane isn't as necessary a thing to architects as it seems to dentists or to lawyers or to chiropractors.

Maybe so. But evidence points to the opposite conclusion. The public doesn't care about an architectural party. But it wants lower building costs, better building codes, safer, more economical building construction, better design, more efficient planning. The architectural profession should be satisfying those wants.

Couldn't conventions be used to better advantage as one potent means for doing so?

—The Editor.



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"The Architect and his Community"

Report on the South Atlantic Region's Meeting at Charleston, S. C.

Beautiful Charleston, S. C. — *"America's most historic city"* — was was the site of the 4th Annual Regional Conference of the South Atlantic District, A.I.A. May 5, 6 and 7. South Carolina's A.I.A. Chapter acted as hosts to delegates and visitors; and the Fort Sumter hotel, swept by the breezes of Charleston harbor, was Conference headquarters.

First formal session was called for Friday morning, May 6, when Regional Director HERBERT C. MILLKEY welcomed conferees and outlined the program for the coming two days. The evening before had been devoted largely to registration, which started around Thursday noon, and to a get-acquainted cocktail party, held in the tent housing the building products and architectural exhibitions.

Thursday evening was also taken up by two important group meetings — that of the Regional Executive Council at which Director Millkey presided, and a gathering of representatives of architectural registration boards in the four states that comprise the South Atlantic A.I.A. District — No. Carolina, So. Carolina, Georgia and Florida.

Last year, this meeting of state architectural registration boards made history when all four states decided to adopt standards for examination and registration as recommended by the National Council of Architectural Registration Boards. This meeting was more in the nature of a report on progress toward that end than anything else. Chairmanned by Florida State Board Secretary MELLEN C. GREELEY, State representatives exchanged comments, compared notes, found that all had a common problem relative to easy acceptance of NCARB standards by state legislatures.

One important highlight of the Friday morning meeting was an off-the-cuff talk by GEORGE BAIN CUMMINGS, F.A.I.A., Secretary of the A.I.A., and currently a nominee for A.I.A. Presidency. Speaking of national A.I.A. matters at the regional level, the Secretary outlined three subjects which, he said, would undoubtedly reach the floor of the Minneapolis Convention in June.

One concerned the question of national by-law changes relative to A.I.A. judiciary procedure. The substance of the proposed changes would provide for a reorganized judiciary procedure to take complaints regarding professional behavior out of local chapter consideration, thus doing away with chapter hearings and minimizing the chance that personal considerations might tend to influence chapter recommendations to the A.I.A. disciplinary body.

"*At present*," said the A.I.A. Secretary, "*The A.I.A. Judiciary Committee operates as a 3-man board on a national basis only. Procedure relative to disposition of professional complaints is at best cumbersome. A complaint is first forwarded to the office of the A.I.A. Secretary. Then it is sent to the local chapter concerned for investigation and preparation of a report. This is then sent to the National Judiciary Committee which holds a hearing. The Committee then submits its findings to the A.I.A. Executive Board. Only then can the plaintiff and defendant appear before the Board which sits as a quasi-legal body and at the conclusion of its own hearings renders a final decision on the case.*

"*The proposed changes would simplify this whole procedure without relinquishing any legal or professional safeguards. Although the A.I.A. Executive Board would be, as before,*

(Continued on Page 4)



George Bain Cummings, F.A.I.A., Secretary of the A.I.A. and nominee for its Presidency, was the guest of honor and chief speaker.



Herbert C. Millkey, A.I.A., Director, South Atlantic Region, steered the Conference and presided at most of its business sessions.

Regional Conference

(Continued from Page 3)

a final arbiter on all judiciary matters, investigation of all complaints would be taken from Chapters and given to a regional judiciary board composed of three members. The 12 regions of the A.I.A. would be grouped into four Regional Judiciary Boards, each composed of three regions, with the director of each A.I.A. region sitting as a member of one of the four Judiciary Boards."

Another of the subjects discussed by Secretary Cummings concerned use of individual architect's pictures in connection with advertising and promotion of commercial products and services.

"Evidence exists that feeling is strong on both sides of this question," the speaker told regional delegates. *"Since this is so, it will undoubtedly arise as a subject for debate during the coming National Convention. The whole point is that existing A.I.A. mandatory rules against advertising now prevent use of architects' portraits as proposed. Thus a change in the rules will be needed to permit such use; and convention delegates should be prepared to vote for or against such changes as may be offered."*

Secretary Cummings was also the chief speaker during Friday's luncheon at which John Lambert, President of the South Carolina Chapter, presided. His talk dealt largely with the headquarters of the A.I.A. at *The Octagon* in Washington. He described in some detail the remarkably rapid progress of the A.I.A. during the last decade and took his audience on an imaginary tour of A.I.A. offices and all personnel who staff the various departments under administrative direction of Edmund R. Purves and the overall authority of the A.I.A. Board of Directors.

Following luncheon various regional committees held a series of catch-as-catch-can meetings. The Conference program said "See Bulletin Board for meeting rooms." But as sometimes happens, something went snafu. Delegates wandered back to the meeting room ostensibly to attend a P.R. Workshop by Walter Megronigle and Anson Campbell (which was also on the program for Friday afternoon!) But on the agenda of the conference the time should have read Saturday morning. So skeleton committees huddled in little groups and finally dissolved so that those who wished could get the flavor of ante-bellum Charleston via a series of conducted tours through some of the country's oldest and best-preserved houses.

But at 5 PM everybody was on hand for a trip across the harbor for a cocktail party and an open-air buffet dinner at historic Fort Sumter. They were met — two boatloads of architects, product exhibitors, visitors and wives — by a couple of slightly bewildered National Park Service custodians. These worthies had a rough time getting off their time-tested spiel about the old Fort's history.

But the bartenders worked harder — and to better overall effect. For when lights finally had to be turned on, both boatloads were having a wonderful time. It continued like that until the boats finally returned their singing cargos to the Hotel dock. Next morning the meeting scheduled at 9 AM didn't get really filled up and rolling until close to 10. And at least one "fishing party" on breezy Charleston Harbor didn't come ashore until sunup!

Saturday morning was a crowded one — too crowded for what could have been two intensely interesting and practical seminars. Walter Megronigle and Anson Campbell, in charge of the A.I.A. public relations program for Ketchum, Inc., did the best that a short time and a meager audience made possible. Their workshop was on public speaking. They tied it to Ketchum's recently issued *Speakers Kit for Architects*; and those taking part in the session left with some valuable hints on the public relations side of public speaking.

Not listed in the published program, but very much at the meeting was Frederick A. Pawley, of the A.I.A. Staff from Washington. He had come invited to present a report of A.I.A. work in the field of school planning, and construction. He was prepared with full data and a series of excellent full-color slide films. But again the time was short. On one side of the meeting hall a wedding breakfast, complete with music and conversation was in progress. Blinds at the high windows couldn't exclude the bright daylight sufficiently for the slide films to show up well. Pawley's audience couldn't hear well, couldn't see well. Thus there was disappointment all around — for at least

What Happened To Those Pictures?

During the 4th Regional Conference Banquet, diners saw plenty of stars besides the V.I.P.'s at the Speaker's Table. The stars were flashlight bulbs. Each signaled the taking of a picture by a gentleman who handled his Graflex like a veteran.

Many of those pictures were taken of the Florida delegation. They were scheduled for publication in this issue of The Florida Architect; and the cameraman promised faithfully they would be special-delivered to make the deadline.

No pictures!

We don't know what happened. Maybe the bulb-flasher forgot to open the shutter at the right time. Maybe the developer got his formulas fouled up. Maybe — no, certainly not! The chaps from Florida have had pictures taken many times before with no such results. And, besides, press cameras don't break that easily!

Anyway, in place of faces, here are names of those Florida visitors to Charleston of which we have a record: Maurice E. Holley, Kenneth Jacobson, John Stetson, Palm Beach Chapter; Archie G. Parish, Richard Boone Rogers, Florida Central Chapter; Russell T. Pancoast, Bryan Fleming, H. Samuel Kruse, Edwin T. Reeder, Frank E. Watson, Florida South Chapter; G. Clinton Gamble, James K. Pownall, Broward County Chapter; Mellen C. Greeley, William T. Arnett, Sanford W. Goin, John L. R. Grand, Jack Moore, Florida North Chapter.

in Florida, schools are one of the most important of all currently active building types.

Saturday's luncheon was ably presided over by CARTER WILLIAMS, President of the North Carolina Chapter, who introduced ULYSSES FLOYD RIBLE, past-president of the Southern California Chapter, a member of the National A.I.A. Board of Examiners and President of the California State Board of Architectural Examiners. Mr. Rible was once a teacher at the University of Southern California and at the University of Kansas. He is presently a member of the firm of Allison and Rible, Los Angeles; and his talk was all about ways and means of getting jobs, winning business friends, influencing people and utilizing publicity.

The Conference adjourned Saturday evening with laughter from one of ROGER ALLEN's inimitable after-dinner talks still ringing in its collective ears. His topic was "Atom and Eve and the Architect" and to the delight of all went amiably nowhere and back again. As one delegate put it—and he wasn't from Florida, either! — *"Maybe this Conference didn't do too much in the way of business. But that talk of Roger Allen's was worth every bit of what it took to hear it!"*

P. R. Program To Be Issue At June Convention

One of the topics discussed by A. I. A. Secretary GEORGE BAIN CUMMINGS at the main business meeting at Charleston concerned the matter of Public Relations at the national level. By the time the Minneapolis Convention meets, the 3-year PR contract of KETCHUM, INC., A. I. A. PR counsellors, will have ended. The A. I. A. Public Relations Committee, chairmanned by JOHN ROOT, of Chicago, will recommend that the firm be retained for another three years.

This is one of the matters of particular importance that will come before convention delegates for decision, next June at the A.I.A.'s 87th Annual Meeting, according to Secretary Cummings. The PR contract just ending was authorized in 1952 and involved an expenditure of about $30,000 per year for the 3-year period. The new 3-year term proposed for authoriza-

(Continued on Page 20)

A Traveler Looks at the Beach!

It's always interesting to learn what our contemporaries think of us! The author of the following piece is MR. LAURENCE M. LOEB, *editor of* THE BLUE PRINT, *a monthly bulletin of the Westchester (N.Y.) Chapter, A.I.A. The masthead of this publication marks it as "Devoted to the interests of Westchester Architects".*

Undoubtedly the Westchester architects have been well served by learning of Editor Loeb's estimate of Miami Beach design, particularly in view of the well-recognized fact that most of the buildings of which he speaks were put up to house tourists, most of which seem to live in the great State where Editor Loeb and his colleagues live.

In the accompanying reprint of Mr. Loeb's comments, we have corrected his spelling of IGOR POLEVITZKY'S *name in the interests of accuracy. And in that same vein we looked up two other architects he mentioned. None by the names of "*SMALL *or* WAGNER*" were listed in either this year's or last year's Roster of Architects Registered in the State of Florida as issued by the Florida State Board of Architecture.*

We wonder — Has Editor Loeb recently toured certain patches of his own home-country parkways?

FLORIDA "ARCHITECTURE"

Last week it was necessary for me to drive on route A1A (the Ocean Highway) from Fort Lauderdale into Miami. Up to a few years ago, this stretch was mostly undeveloped. About 1952 an imposing new bridge was built over Baker's Haulover, the northern boundary of the Miami Beach-Surfside area. From this bridge, into Hollywood, route A1A was widened and developed into a beautiful highway with continuous views of the ocean.

The ocean there, with the gulf stream a short distance offshore, provided a changing panorama in peacock blues and greens. Previously, I had looked forward to this drive which I had always enjoyed very much and which I had taken at every opportunity. I had expected to see the property along this highway be developed with Hotels and Motels of some attractive and festive type of architectural design which, in Florida, on other less thrilling sites had previously been accomplished most appropriately and interestingly.

Here, of all places, modern architecture of merit would have been most suitable. When well done, it fitted into the Florida scene and became an integral part of it. Florida buildings designed by such artists as Polevitzky, Small, and Steward and Wagner, convinced the auther, trained as a traditionalist, of the possibilities of artistically designed architecture in the contemporary manner. One could envision here, a boulevard without parallel in the entire continent.

Imagine my great disappointment at finding that this beautiful five mile stretch of A1A was almost entirely "developed" since my last visit with buildings of the most hideous design and offensive color. Not only that but they were mostly so substantially and expensively constructed that there is little chance in the lifetime of the youngest of us that their tawdry gaudiness might be softened or better yet possibly be eliminated. Where the buildings themselves do not entirely block that ocean view, fantastically ugly walls on each side of them parallel to the road complete the block-out of this view.

Most of the "architects" who designed these abortions had them published in the local press when construction of each was about to be started. The description of them in the accompanying text invariably termed them of "Modern" or "Functional" architecture.

As a result of all this, many prospective clients for new buildings in southeast Florida are now most ridiculously prejudiced against any architect who might be termed a "Modernist" or even "Functionalist."

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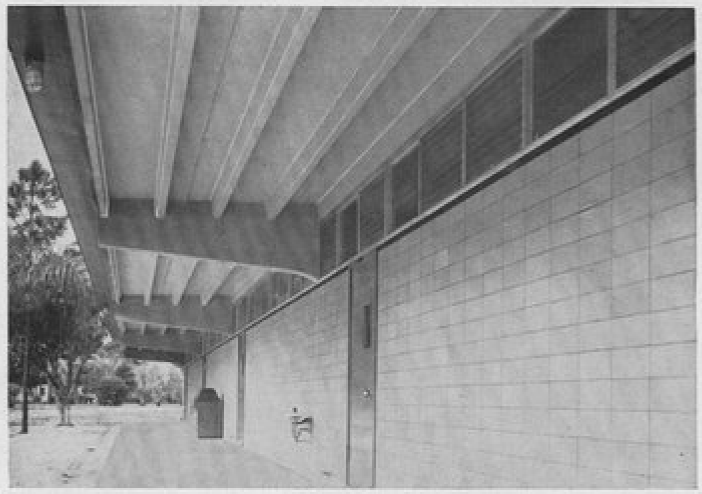
West Florida Tile & Terrazzo Corp. warehouse

Concrete Stadium at Plant City

Singer Building, Pompano Beach

T. G. Lee Dairy Building at Orlando

Stone Buick Building at Ft. Pierce



. . . showing prestressed concrete construction used on the new Elementary School at Stuart, Florida . . . The prestressing was performed by R. H. Wright & Son, Fort Lauderdale, Florida . . . The architect — Kendall P. Starrett of Ft. Pierce, Florida . . . BELOW — Typical classroom.

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Important Seminars Planned for June Meeting

Theme of the 87th Annual Convention of the A. I. A. is "Designing for the Community." To architects where problems of community design of a rapidly growing state like Florida, are mushrooming as a result of thoughtless development and quick expansion, that theme should be an especially significant one. In planning the Convention around it, the Institute's staff took the subject seriously and has arranged carefully organized seminars to bring before delegates and visitors nationally recognized authorities. Here are a few highlights of the program.

"Urban Renewal" will be the subject of an address during the luncheon meeting of the Convention's opening day. The speaker will be Hon. JAMES W. FOLLIN, Commissioner, Urban Renewal Administration, U. S. Government; and his subject will relate the architect to the task of civic redevelopment.

"Rebuilding the City" is the subject of the Tuesday afternoon seminar at which Mr. Follin will appear again as a member of the panel. The Moderator will be RICHARD W. E. PERRIN, A. I. A., Executive Director of the Housing Authority of Milwaukee. Other panel members will include: JOHN TASKER HOWARD, President, American Institute of Planners; MISS MARCIA ROGERS of the Pittsburgh Regional Planning Association; CARL FEISS, A.I.A., Washington, D. C., Planning Consultant; G. HOLMES PERKINS, F.A.I.A., Dean, College of Architecture, University of Pennsylvania; ROBERT E. ALEXANDER, A.I.A., architect and planner, Los Angeles, and WILLIAM F. R. BALLARD, A.I.A., Chairman, A. I. A. Committee on Urban Design and Housing.

This seminar will be largely devoted to discussing the correction of existing planning faults and the extent to which architects can work with city planners and officials. It should offer much to architects who are interested in developing solutions to such problems as reclaiming obsolescent areas, restoring land and tax values through improved neighborhood design and replacing sub-standard buildings with creditable facilities in keeping with a developed city plan.

A follow-up to this discussion will take place during the Thursday afternoon seminar on "The Architecture of Community Expansion." The Moderator will be NORMAN J. SCHLOSSMAN, F. A. I. A. With him on the panel will be PARK MARTIN, Executive Secretary, Allegheny Conference of Community Development; ARCH R. WINTER, A. I. A., architect and planner, Mobile, Alabama; L. MORGAN YOST F. A. I. A., Chairman, A. I. A. Committee on the Home Building Industry; THOMAS P. COOGAN, past president, National Association of Home Builders; and VICTOR D. GRUEN, A. I. A., New York.

This meeting will be devoted largely to studying the avoidance of bad planning in the development of new suburban territories. It will attempt to clarify ways in which architects can work with planners and private developers to assure intelligent, coordinated expansion and avoidance of ill-considered, uneconomic building that harbors the germ of future slums.

These meetings might be called the meat of the Convention — at least so far as developing the theme is concerned. But there is to be plenty of salad and dessert to round out the meal. The three Minnesota Chapters —Minneapolis, St. Paul and Duluth —are sharing the responsibilities of hosting the Convention. They have planned for pleasure as well as profit. The choice is wide in each category.

A.G.C. Cures Tax Liability Headache

Comptroller's Office Authorizes Release Certificate

Contingent liability is something that gives any business man the justifiable shudders. A liability in itself is bad enough. But when it may be imposed on him under conditions over which the business man has no control, it's more than bad. It is annoying, it may be dangerous and it is always costly beyond need.

Florida's construction industry has been burdened with the headache of contingent liability for years. It's concerned with taxes — sales taxes imposed by the State on sales of the myriad products that go into the making of any structure.

The burden has fallen largely on the owner and contractor. Up to last month they had no way of knowing whether or not the state sales tax had been paid on the products used in what they owned or built. At any time they might be open to a visit from a tax collector seeking payment of sales taxes unpaid by material men or sub-contractors but properly levied on materials used in a building. With material and sub-contract accounts closed, neither owner nor prime contractor had much recourse; and they also had little choice but to pay the tax collector for the sometimes lengthy list of proven delinquencies.

The effect of this situation was to make it next to impossible to close out any job completely before the statute of limitations on the unpaid taxes had expired. One result has been to freeze a part of what otherwise would be the working capital of a prudent contractor. Another has been to cloud the title to the properties of building owners. Yet there has been no recognized method of avoiding these results.

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Florida's construction industry has been burdened with the headache of contingent liability for years. It's concerned with taxes — sales taxes imposed by the State on sales of the myriad products that go into the making of any structure.

The burden has fallen largely on the owner and contractor. Up to last month they had no way of knowing whether or not the state sales tax had been paid on the products used in what they owned or built. At any time they might be open to a visit from a tax collector seeking payment of sales taxes unpaid by material men or sub-contractors but properly levied on materials used in a building. With material and sub-contract accounts closed, neither owner nor prime contractor had much recourse; and they also had little choice but to pay the tax collector for the sometimes lengthy list of proven delinquencies.

The effect of this situation was to make it next to impossible to close out any job completely before the statute of limitations on the unpaid taxes had expired. One result has been to freeze a part of what otherwise would be the working capital of a prudent contractor. Another has been to cloud the title to the properties of building owners. Yet there has been no recognized method of avoiding these results.

(Continued on Page 9)

New Public Relations Tool . . .

"Architecture - U.S.A." Is Now Available to Chapters

What should prove to be one of the most practical public relations tools ever devised for the general promotion of architecture was recently announced by the A.I.A. at Washington. It is a film report on contemporary U. S. architecture and is the work of RALPH E. MYERS, of the Kansas City, Missouri, firm of KIVETT AND MYERS.

Titled *Architecture—U. S. A.*, the film report is a sound presentation of 140 full color slides showing "current architectural trends in homes, schools, offices, factories, churches and other building types." It was made possible by a grant from the Arnold W. Brunner Scholarship fund. Before it was completed, Ralph Myers had travelled more than 50,000 miles and had pored over more than 10,000 color photographs.

The slides have been matched with a sound strip and processed as a movie for use with standard 16 mm. sound equipment. The film's running time is 26 minutes; and it has been planned for presentation before service clubs, school assemblies, women's groups and similar organizations. It was also planned to be suitable for TV presentation and all material has been cleared for television use.

Distribution of *Architecture — U. S. A.* will be made through national A. I. A. headquarters at THE OCTAGON, Washington, D. C. It will be available to local Chapters for general use this month.

The film's sponsors believe it can do much toward raising the general public's appreciation of architecture — and, incidentally, the value of the architectural experience and services necessary to bring contemporary buildings into being. Sixty-two individual architects and firms are represented in the film which includes work in all sections of the country. Those included from Florida are: ALFRED B. PARKER, PAUL RUDOLPH, CARLOS B. SCHOEPPL and WEED, RUSSELL, JOHNSON & ASSOCIATES.



Ralph E. Myers — He traveled 50,000 miles, looked at 10,000 photographs.

A. G. C. Cures Headache

(*Continued from Page 7*)

Now there is such a method. And it has been developed through the simple expedient of an administration ruling from the State Comptroller's office, thus making unnecessary the costly and uncertain procedure of introducing a bill to amend a law.

After an exchange of letters, based on a conference between RAY E. GREEN, State Comptroller, and PAUL H. HINDS, Executive Manager of the South Florida Chapter of the Associated General Contractors of America, Inc., a simple procedure involving an affidavit has turned the trick. An administrative ruling from the Comptroller's office now permits owner or general contractor to remove any contingent tax liability by requiring subcontractors and suppliers to sign an affidavit or written certification to the effect that all sales and use taxes due the State of Florida have been paid.

The Comptroller's office has said, "The following phraseology of such certificate will satisfy our requirements — '*The undersigned certifies that all taxes imposed by Chapter 212, Florida Statutes (Sales and Use Tax Act), as amended, have been paid and discharged.*' "

This ruling will have an immediate and healthy effect on the operations of prime contractors and building owners. It also gives the architect one more thing to keep in mind in performing services for an owner.

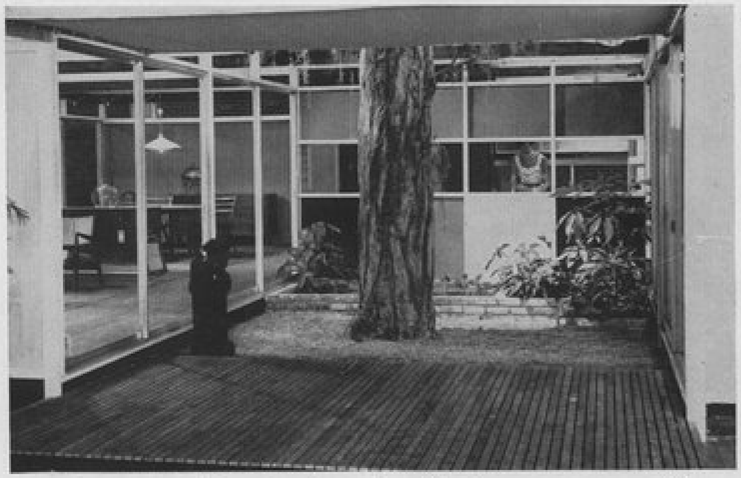
In practice the certification set forth by the Comptroller could most easily be made a part of the release of lien secured when final payments are due. Or it could be made a condition of payment for all purchases from building suppliers as made. The method is flexible. The important point is that the certification be required before accounts can be closed.

The A. G. C.'s South Florida Chapter has carried the ball of this matter to the benefit of the building industry throughout the State. Credit for making the touchdown goes to PAUL H. HINDS, Executive Manager, and the Legislative Committee of the Chapter with which he worked. Members of this committee are: C. C. BLAKE and W. J. TROUP, Co-Chairmen; and, JAMES M. ALBERT, ANGUS GRAHAM, JOSEPH J. ORR, HARRY TOUBY, and RANDOLPH YOUNG.

"Operation Dreamhouse" Attracts 20,000 Visitors

University of Florida students designed it, built it, showed it . . . and thereby unlocked the door to a huge public interest

What students of the University of Florida did during their "Home Show" week the latter part of April could serve as an intensive demonstration course in good public relations to many a more mature professional group. Some 20,000 people visited an exhibition home designed by student LEE OGDEN and built, equipped and furnished by 75 of his fellow-students in just four days.



Entrance to "Operation Dreamhouse" is from a court containing a "tree" that was actually an ingeniously camouflaged pillar of the University Stadium in which the exhibition was housed. Above is a view of the court leading to the living room and dining area at the left. Kitchen faces court and bedrooms open from a corridor at the right.

"Operation Dreamhouse" was completed as almost a miracle of building construction. It was built beneath the University's stadium around one of the supporting pillars that was transformed into a courtyard tree. The students did it all themselves, from planning to painting. And the result was a modern home complete with lighting, plumbing, interior decoration and furniture, that wowed the visitors and was an important part of an eye-opening exhibit of building materials and products available to the home-building public.



The model home was decorated and furnished by students with cooperation of local merchants who furnished everything needed to complete the project. As suggested by this view of the living room, all elements were selected in view of their practical application to the kind of informal living the home-buying public associates with Florida.

The house was a full-sized one containing, in 1200 square feet, living-dining areas, two bedrooms with connecting bath, a kitchen, utility room and a broad terrace, landscaped and furnished for outdoor living. Students in various departments of the College of Architecture and Allied Arts teamed up with their specialties to produce the house that had all the marks of top professional abilities.

The exhibit was excellently promoted by the students. Feature stories in local papers, spot radio announcements, three TV coverages, even sound truck advertising were used to stimulate public interest. Results were all anyone could ask.

July 1st Is Deadline For Submitting Designs For Fall Munich Exhibit

By acting promptly, architects in Florida can submit examples of their work for showing in the International Exhibition of Munich, Germany, to be held this fall.

The Exhibit is one of the most important of the year and will be held during the last two weeks of September in all halls and annexes of the Exhibition Park in Munich. It is being planned as an architectural show representing work from all countries. Architects whose work is selected for showing will benefit from the extensive publicity which will attend the exhibition; and examples of outstanding exhibits are scheduled for publication in leading German architectural magazines.

Theme of the Exhibit is "Healthy Living." It will be carried out in exhibits of homes, places of work (factories, hotels, offices, etc.), places of recreation and culture (churches, theatres, etc.), and gardens. Material can be in the form of both photographs and sketches. It should be sent to GEORGE FARKAS, Designer, FARKAS AND GRIFFIN, INC., 1245 Lincoln Road, Miami Beach.

On Mr. Farkas has been placed responsibility for coordinating display material in Florida. He has stated that no cost to exhibitors is involved beyond expense of mailing and insurance of exhibition material. But all submissions *must* be in his office by July 1st.

The designer is most anxious that Florida be well-represented at the exhibit.

"*The International Exhibition of Munich offers Florida architects an excellent opportunity to gain international recognition,*" he said. "*The work they submit will be part of architectural displays from every section of the world. Much of what Florida architects are doing compares favorably with anything being produced in other localities. For this reason, if for no other, Florida achievements in architecture should be particularly well-represented this fall at Munich.*"

Concrete Units Stand Firm...

Construction for Blast Resistance

EDITOR'S NOTE:—*This article has been abstracted from technical discussions held at the 1st Annual Convention of the Prestressed Concrete Institute, held at Ft. Lauderdale in April. Statements made in it are on the authority of Mr. Harry G. Edwards, of Lakeland, Secretary of the Prestressed Concrete Institute.*

Whether we like it or not, we are entering an atomic age. There are many encouraging signs that the years ahead will see the development of tremendous progress for good. But the immediate future holds the threat of terrific destruction. And squarely upon the shoulders of the building industry has fallen the responsibility for devising structural methods that will minimize the extent of possible catastrophe.

The object of such methods is primarily to protect life within buildings that may lie in the range of atomic attack. The most logical approach to that lies in development of structures that can withstand blast damage to the greatest practical degree. Toward that end much progress has already been made, notably in the field of reinforced concrete.

Ordinary construction suffers terrific destruction from an atomic blast. But through observation and controlled tests, we are beginning to see that concrete is the one generally available material that will resist the sudden and immense destructive force of atomic blasts and thus protect lives as well as property.

The degree of blast resistance must, of necessity, be a compromise. Conceivably, it might be possible to design protection at ground zero. But it would certainly not be feasible economically, even though it might be possible technically. What is practical, however, both economically and structurally, is to design and build so that 90 per cent of our structures and people can survive within a given radius — as opposed to a possibly 30 per cent survival in terms of our present construction practices.

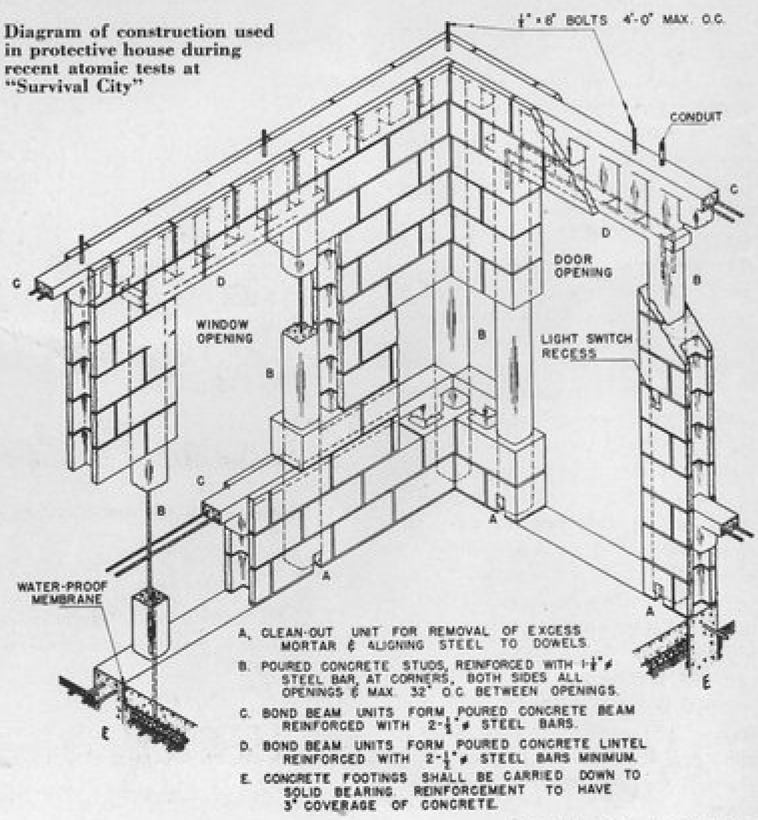
But our thinking must be different than that of the past. For all but the most extraordinary types of buildings, we can no longer think in terms of "bomb-proofing." The best we can do is to think in terms of "bomb-resistance." No one can say that *any* type of construction will ride through an atomic blast undamaged. But, with various types of reinforced concrete units, we can design for a high degree of protection to life and property — and do so with a considerable certainty of the degree of protection such construction can offer.

For example, blast resistance in homes can be developed rather easily through use of prestressed channels and double-tees. Where cellars, or basements are involved, they should be made of reinforced concrete, roofed with prestressed channels and topped with 4-inches of concrete. Such a slab of 24-foot clear span will resist a force of 1000 pounds per square foot. And that is high enough a resistance to justify construction without windows if desired.

Windows, however, act as a pressure relief valve in a blast. If window areas are sufficient, pressure on the underside of a roof or the inside of a wall will quickly build up to equal the outside blast pressure. Thus no need exists to develop the great wall and floor strengths that are required for an entirely enclosed area like a cellar.

In spite of damage to parts of the building — such as shattered windows and ruined equipment and furniture — the structure of a prestressed house will remain intact and will offer a considerable degree of protection to occupants, even on the first floor. The upper part of the house can be built of block walls, well reinforced with a poured-in-place tie beam. The

Diagram of construction used in protective house during recent atomic tests at "Survival City"



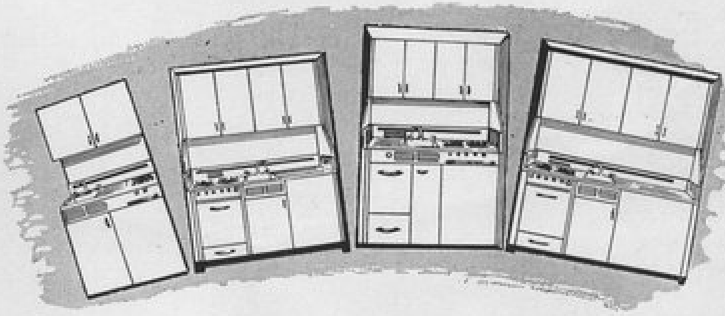
roof can be of prestressed double-tee roof slabs with a 2-inch concrete topping poured in the field. Such construction could resist a 500-pound per square foot ultimate load.

As to schools, we may have to return to the old-fashioned, double-loaded interior corridor to produce a really effective bomb shelter. Such a corridor should have reinforced concrete walls at least 8-inches thick and a roof of prestressed concrete channels with a poured-in-place topping. Construction of this kind could easily resist momentary forces of 2000 pounds per square foot. Class room roofs could be made of prestressed double-tees, designed for a 500-pound per square foot ultimate load. To incorporate such bomb-resistance in a school would increase construction costs from 50 to 75 cents per square foot of floor area.

Today's trend in industrial building design is, fortunately, toward the one-story structure. But very large roof areas present a problem of pressure relief, even though windows are used in the walls. Also, the long clear spans and heavy column loadings that are often necessary serve to complicate the design problem.

A solution to it, however, is still relatively simple. To provide pressure relief valves for roofs, plastic skylights, or "bubble-domes," can be used. And for a roof deck, a poured-in-place reinforced concrete slab over inverted, prestressed tee-beams will give excellent blast protection on spans up to 40 feet. Prestressed girders should be used — and especially prestressed columns, because of the very special abilities of these units to resist buckling even with large overloads.

Use of the prestressing and precasting principles in reinforced concrete construction is primarily what makes the kind of blast-resistant construction outlined here economically practical. Application of these principles under controlled conditions is now making available reinforced concrete units with amazingly improved qualities. Techniques of manufacturing and using prestressed and precast concrete units have grown with startling rapidity during the past few years, and competent engineering opinion holds that the potential field of application has hardly been recognized.





Chapter News & Notes

Information from all F.A.A. Chapters is welcomed. Deadline for July issue is June 20

DAYTONA BEACH

As might be expected, there is now little in the way of Chapter activity that's not concerned with the formulation of plans for the 41st Annual F. A. A. Convention in November. Few of those plans are complete or even definite enough as yet to justify any kind of final announcement. But progress is real and healthy along at least two lines.

One is the general programming of the Convention. The Chapter voted to hold a dinner and social gathering Thursday evening (November 17) honoring the exhibitors. As Convention Chairman Francis Walton observed.

"This will be something of an innovation in having a social event prior to the formal opening of the Convention Friday morning. We hope to attract many early comers and those who would attend the Thursday afternoon Board meeting."

Progress is also being made in developing the manufacturers' exhibit part of the Convention. Bill Gomon, who is in charge of this department (as well as Student Exhibits) reports a very substantial acceptance of booth space by building product firms; and Harry Griffin, Convention Treasurer, reports that money is even now rolling in from advance sales of booths. But neither gentleman is yet satisfied. They, and the entire Chapter membership, would like the active support of other Chapters. Their goal is a state-wide representation of building and design products; and they urge your cooperation in interesting suppliers in your locality to sign up for an exhibit.

The Chapter also hopes that a state-wide architectural exhibit can also be developed. Convention headquarters — the Princess Issena Hotel — has excellent facilities for such an exhibit. It also has complete facilities for showing slides — either of the automatic variety, or the manually-operated kind. Types and classifications of architectural exhibits have not yet been definitely set. But Frank Craig, Architectural Exhibit Chairman, asks that all F. A. A. members begin *now* to plan on showing their work in the shape of photographs of completed structures, plans-and-sketches or models. His address is *15 North Wild Olive St., Daytona Beach.* Write him about what you'd like to show and give him the benefit of your ideas as to kind of overall architectural show you think is best.

As things stand now, the consensus of Chapter opinion is against "formal lecture seminar activity." It looks as if business sessions would be held to Friday and Saturday mornings, with Friday afternoon's session still open to suggestions.

Though the Daytona Beach Chapter has willingly accepted the responsibility for putting on the show, they want it to be acceptable to everyone. Chairman Walton says his committee members will welcome ideas and suggestions from any quarter.

BROWARD COUNTY

At a well-attended meeting May 13 at the Seahorse Restaurant in Fort Lauderdale, this Chapter became the third F. A. A. group to adopt the practice of adding the expense of dinner or luncheon meetings to annual dues. It was voted to assess each member in advance for the meals involved in the coming six meetings of this year as a

OBJECTIVES

The objectives of the Florida Association of Architects shall be to unite the architectural profession within the State of Florida to promote and forward the objectives of the The American Institute of Architects; to stimulate and encourage continual improvement within the profession; to cooperate with the other professions; to promote and participate in the matters of general public welfare, and represent and act for the architectural profession in the State; and to promote educational and public relations programs for the advancement of the profession.

trial. Presumably, if the plan works out it will be adopted as a regular Chapter policy next year. Both Palm Beach and Florida South Chapters have been operating under this kind of pre-paid meeting program for some time. Better meals, more interesting meetings and higher attendance have resulted.

The small house program proposed by the Ft. Lauderdale *Daily News*, whereby Chapter members were to provide plans and sketches for weekly publication, was squashed when President ROBERT JAHELKA read to the meeting letters from A. I. A. headquarters regarding it. Since the *Daily News* scheme involved selection of a "winning house" at the end of its publishing program, the Institute deemed it to be in fact an architectural competition. But it was not an anonymous competition, since the *News* planned to include the name of the architect with each house published. And since the public was to be asked to vote for the house it thought "best" — and thus act as competition "judges" — there was little possibility that an architectural advisor would be involved as is required in all authorized professional competitions.

Thus the scheme had more value as a circulation and promotion stunt for the paper than as a public relations activity for Ft. Lauderdale architects. JAMES POWNALL reported that, as a result, the program was dead unless the *Daily News* was disposed to open it with the Chapter again on a professional basis that could be approved by the Institute.

The Chapter delegated to the Executive Board the task of approving applications for delegates to the A. I. A. Convention in Minneapolis, but authorized an appropriation of $100 to help defray expenses of those who may be selected.

At a prior meeting of the Executive Board it was decided that the Board would henceforth meet a week in advance of regular Chapter meeting dates. The chief purpose of this decision is to form a definite agenda for each meeting. The agenda will be sent to each member prior to meetings; and any matters that require Chapter consideration must now be brought to the Board for inclusion on the agenda at its pre-meeting session.

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News & Notes

(Continued from Page 15)

Highlights of the Chapter meeting were informal reports by MORTON IRONMONGER, of the F. A. A. Executive Board Meeting at Daytona Beach and by JAMES POWNALL of the 4th Regional Conference at Charleston.

PALM BEACH

Members of this Chapter are taking seriously the A. I. A.'s public relations counsellor's advice that architects get into community affairs. MAURICE HOLLEY has been newly elected as a member of the West Palm Beach City Commission. J. RAYMOND LA THOMUS has become the new Mayor of Juno Beach. AMES BENNETT in addition to serving the Chapter as head man of its TV program, is a member of the West Palm Beach Electric Board.

> **Legislation Is Lagging**
>
> **As we go to press, the F.A.A. legislative program is still in a state of flux. At least one of the most important measures—the appropriation for a new building for the College of Architecture and Allied Arts at Gainesville—is still in committee. It remains to be seen whether legislators will finally recognize the need for this building and authorize an appropriation.**
>
> **As soon as the Legislature has adjourned a full report on all measures of interest to architects will be published. In the meantime there is little more that can be done at this writing except — wait and hope.**

At its April meeting the Chapter took steps to increase the list. It recommended RAYMOND PLOCKELMAN as a member of the West Palm Beach Planning Board; and GEORGE J. VOTAW as an alternate member of the West Palm Beach Zoning Board of Appeals.

The Chapter's regular May meeting was largely concerned with the reports of Delegates to the Regional Conference STETSON, HOLLEY and JACOBSEN. EMILY OBST, reporting for AMES BENNETT as TV program chairman, said that the program had been delayed in starting due to station difficulties. It had been planned formerly as a 30-minute, once-a-month pro-

gram sponsored by local stores.

No specific delegates were named to the A. I. A. Convention in June, but JOHN STETSON and MAURICE HOLLEY signified their intention of going — and each urged attendance by other members. Members voted unanimously to pay for delegates air transportation to Minneapolis and return.

If you've had difficulty in ordering forms from the A. I. A., a letter from Executive Director EDMUND PURVES, read to the meeting by JEFFERSON POWELL, may explain why. Following a recent ruling by the Florida State Comptroller, the A. I. A., must now qualify as a dealer in the State. So, hereafter, when it sells forms to individuals they, and the A. I. A. will be involved with the Florida sales tax!

FLORIDA NORTH

From JAMES A. MEEHAN, JR., Chapter Secretary, came the announcement that the Chapter was to hold a general meeting following an Executive Committee meeting at the Seminole Hotel, Jacksonville, May 20. Results of the meeting could not be reported here because of production deadlines.

The Chapter was also scheduled to attend a Producers' Council informational meeting sponsored by the Pittsburgh Plate Glass Company who was to act as host to the architects. After dinner a talk and discussion was scheduled on paints and color selections.

WILLIAM STANLEY GORDON of Jacksonville, has applied for Corporate Membership. JAMES C. PARLIER was approved for Associate Membership at the last Executive Meeting in Gainesville.

Hospital Exhibit Slated

All registered architects who have done hospitals or related structures have the opportunity to submit three of their designs for showing in an architectural exhibition to be held in connection with the 57th Annual Convention of the American Hospital Association. The event will take place in the Convention Hall at Atlantic City, N. J., September 19-22, 1955. Applications for entries must reach the Association's headquarters

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News & Notes

(Continued from Page 17)

on or before August 1. The address is Architectural Exhibit, American Hospital Association, 18 East Division Street, Chicago 10, Illinois.

Fees of $15 for each single mount (approximately 40 by 40 inches), $30 for each double mount (40 by 80 inches) and $25 for each model must accompany entry applications. Exhibits must be shipped in time to arrive in Atlantic City not later than midnight, September 14.

The annual exhibit is conducted by the American Hospital Association in cooperation with the American Institute of Architects. Entry blanks and full data relative to conditions of the exhibit may be obtained from A.I.A. headquarters.

Our Apologies, Gentlemen!

The following paragraphs from a fine letter from Elliott B. Hadley, of St. Petersburg, is not only justified but self-explanatory:

"In the December 1954 issue, my last name was misspelled — Madley! *This did not bother me too much. But your May issue failed to mention, under those attending Architects-Engineers Relations Committee meeting in Daytona (page 20), the names of* Morton T. Ironmonger, *myself, and our F. A. A. President,* G. Clinton Gamble.

"I do think that the recording of only three of the seven-man committee, while all but one were present, might give the membership at large the impression that there was a lack of interest in attendance — which, of course, is not true."

To Mr. Hadley is due our thanks for his letter, our appreciation of his tolerance and our promise for better proofing. And to him and the others named our apologies for an unintentional — but nonetheless inexcusable — omission.

F.A.A. Please Note. . . . !

In last month's *Florida Architect* there appeared an article entitled, *"Are Retained Percentages Too High?"* It was a condensed report of the conference held under Producers' Council auspices during March of this year in New York on a subject of important interest to all construction industry people. There must certainly

have been many reports of the Conference printed in publications throughout the country. Thus it should be gratifying to Floridians to learn that Producers Council Headquarters in Washington reprinted the article in its entirety and is sending it to editors of A. I. A. State and Chapter publications throughout the country.

Recent Awards . . .

To the A. I. A. "*for the high merit of its public relations program*," came a national Certificate of Public Relations Achievement by the American Association of Public Relations, in Philadelphia, on April 22. The award, an "Oscar" in the public relations profession, was made in the professional association category and is a reflection of the high caliber of work performed in the interests of the A. I. A. by WALTER M. MEGONIGLE and ANSON B. CAMPBELL of Ketchum, Inc., PR counsel for the A.I.A.

To WILLIAM B. HARVARD, St. Petersburg, went an Award of Merit from the National Honor Awards Committee of the A. I. A., for his Bandstand and Park Pavilion in St. Petersburg. His was the only design from Florida so honored.

To ALFRED BROWNING PARKER, Miami, went Honorable Mention at the 4th Regional Conference in Charleston, May 6, for his design of the Bal Harbour Club in Miami.

American Architects' Directory

Now in preparation is a biographical directory of architects practicing in this country and its territories. Purpose of the volume is to provide biographical information on all A.I.A. members and a few non-members. As the only reasonably complete compilation of this kind ever attempted, the Directory will be issued this fall as a hard-bound volume of approximately 800 pages.

Publisher of the book is the R. R. Bowker Company of 62 West 45th Street, New York 36, N. Y. Its editor is entirely dependent on cooperation of each architect for both the completeness and the accuracy of biographical information. To assist in compiling this reference work, questionnaires have been going out to all A. I. A. members.

Regional Conference

(Continued from Page 5)

tion in June, will involve an average yearly expenditure of about $50,000. But, as Secretary Cummings explained, it involves a more ambitious program built on the foundation of the past three year's experience and accomplishments. It can be financed, said the Secretary, by a charge of $10 against *all* A. I. A. members' dues.

Those in any way experienced with the size of expenditures for public relations campaigns in other associations or in any commercial field, will recognize that the proposed yearly PR budget is anything but exhorbitant. And those same people will also realize that much time and a great deal of seemingly repetitive effort are necessary to bend public consciousness to understanding approval of any group, any program, any product.

That's particularly true when the group is a non-vocal minority, the program almost indefinable, the product intangible. Thus the job that Ketchum, Inc., in the persons of WALTER MEGRONIGLE and ANSON CAMPBELL, undertook three years ago was one that could easily have swamped any other PR firm. That they have made excellent, even brilliant, progress with it must certainly be evident to any architect that calls himself progressive and open-minded.

But they have just started. Their work of the past three years has been primarily a foundation upon which they can now safely build along more vigorous lines. Much of it has of necessity had to be of the internal PR character — they have had to educate their own clients as to what constitutes good public relations for architects. That education is still incomplete. But it is sufficiently advanced, the A. I. A. Public Relations Committee evidently thinks, to justify giving Ketchum, Inc., the tools needed for another term of building good will toward a profession that cannot promote its value through its own vocal expression and cannot advertise its abilities or services through any but institutional channels.

Any business man who could buy a share in a campaign to accomplish that for his business and for himself would jump at the chance. Particularly if it were to cost him only $10 per year!

Producer's Council Program

From Frank R. Goulding, President of the Miami Chapter, comes this memorandum relative to the Unified Building Code of South Florida, a project that certainly should be of important interest to every material supplier as well as to architects, engineers and contractors:

Your president recently attended a meeting of the Technical Sub-Committee for the Unified Building Code of South Florida. This Committee is composed of Mr. Igor B. Polevitzky, chairman; Mr. M. W. Deutschman, vice-chairman, and Messrs. Ellis C. Knox, John McKie, Robert F. Cook, William M. Porter, Edwin T. Reeder and L. B. Taylor. Mr. Frank D. O'Neal is secretary; Mr. V. W. Sills is code consultant; and Mr. W. G. Stephan is code compiler. The purpose of this committee is to prepare a uniform Building Code for South Florida.

At this meeting, it was pointed out that this committee is anxious to receive any information which would assist them in preparing this Building Code. It was learned that many of the Trade Organizations were preparing this information for submission to the Committee.

I am sure that most of the Producers' Council members are concerned with having such a Code here in the South Florida area, and probably most Producers' Council members can best work through the Trade Organizations. If, on the other hand, any members wish to submit reports to the Technical Sub-Committee, this should be done to Mr. Frank D. O'Neal who is located in the Miami Builders Exchange Building.

Twelve Producers' Council members were among the 44 firms which offered exhibits of building materials and equipment to visitors and delegates to the 4th Annual South Atlantic A. I. A. Regional Conference in Charleston last month. They were: Zonolite Company, U. S. Mengel Plywood, Levelor-Lorentzen, Mosaic Tile Company, Aluminum Company of America, Hunter-Douglas Corp., Gate City Sash & Door Co., Detroit Steel Products Co., Crane Company, LCN Closers, Inc., The Celotex Corporation.

Most of the firms representing these companies were local to the site of the convention, though some firms exhibiting were from North Carolina and Georgia.

Like the product exhibit at La Coquille, near Palm Beach last November when the F. A. A. held it's 40th Annual Meeting, this latest one at Charleston was housed in a large tent, pitched on the parking lot of the Fort Sumter Hotel. But unlike the F. A. A. show, architectural exhibits were hung under the same roof; and the business part of the two cocktail parties held in the tent was at one end.

Exhibitors expressed themselves generally as pleased with the interest visitors showed, but somewhat disappointed by the fact that space seemed crowded and the brown canvas covering made the interior very warm indeed during the day.

Word from the Daytona Beach Chapter Architects' committee now planning a building product exhibit at Daytona Beach for the F. A. A.'s 41st Convention next November 17, 18 and 19, indicates no such difficulties will be encountered there. Convention activities and product exhibit will be quartered in the Princess Issena Hotel; and William R. Gomon, Daytona architect in charge of the exhibit plans says there will be plenty of cool space for every firm that wants to take advantage of the chance to get his products shown.

The last information meeting of the Miami Chapter's 1954-55 season was held at the Coral Gables Country Club May 24th. It featured a presentation of products of the Armstrong Cork Company, represented in Miami by M. E. Pipkin, Jr., Ralph Lambert, Alternate, of the Huttig Sash & Door Company.

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Townsend Sash, Door & Lumber Company .... Haines City, Fla.
Florida-Georgia Brick & Tile Company .... Jacksonville, Fla.
Strunk Lumber Yard .... Key West, Fla.
Townsend Sash, Door & Lumber Company .... Lake Wales, Fla.
Grassy Key Builders' Supply Company .... Marathon, Fla.
Gandy Block & Supply Company .... Melbourne, Fla.
C. J. Jones Lumber Company .... Naples, Fla.
Marion Hardware Company .... Ocala, Fla.
Townsend Sash, Door & Lumber Company .... Sebring, Fla.
Tallahassee Builders' Supply .... Tallahassee, Fla.
Burnup & Sims, Inc. .... West Palm Beach, Fla.

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The 87th Annual Convention of the A.I.A. will offer much to every architect. Theme, "Designing for the Community", will cover seminars with top-level experts. And plenty of fun and fellowship goes with it.

NOVEMBER 17th, 18th, 19th
DAYTONA BEACH

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